

**AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

**LISTING OF CLAIMS:**

1. (original): A method of advertising on the internet comprising the steps of:
  - (a) grouping advertisements which can be displayed in at least one predetermined area of a web page;
  - (b) determining a sequence for the advertisements included in the groups according to predetermined criteria;
  - (c) assigning channel numbers to the advertisements on the basis of the determined sequence; and
  - (d) establishing a database to connect the predetermined areas to the groups of advertisements and the channel numbers.
2. (original): The method of claim 1, wherein in the step (a), if the number of the predetermined areas is n, the advertisements are grouped into n service groups corresponding to the respective n predetermined areas.
3. (original): The method of claim 1, wherein in the step (a), the advertisements are grouped according to advertisers or service categories.
4. (original): The method of claim 1, further comprising the steps of:

(e) displaying an advertisement in the predetermined area on a web page;

(f) shifting to a channel number of the next advertisement in the sequence if the next advertisement in the sequence is requested by a user;

(g) searching for an advertisement corresponding to the shifted channel number; and

(h) displaying the advertisement searched in the predetermined area.

5. (original): The method of claim 4, further comprising the step of (f1) determining whether the user requires a next advertisement in the sequence to be displayed in a predetermine area by the number of times the predetermine area is clicked on or determining whether the user transmits a message requesting a next advertisement in the sequence.

6. (original): The method of claim 4, wherein in step (f), it is determined that the advertisement corresponding to the next advertisement in the sequence is requested by the user if the user clicks on one time an icon in the predetermined area or the advertisement displayed in the predetermine area.

7. (original): The method of claim 5, further comprising the step of (i) linking to a website if a link to the website of the advertisement displayed in the predetermined area is requested by the user.

8. (original): The method of claim 7, wherein it is determined that the link to the

website of the advertisement is requested by the user if the user clicks on two times an icon in the predetermined area or the advertisement displayed in the predetermine area.

9. (original): The method of claim 1, wherein the predetermined areas are banner advertisement area, bit map areas, or gif areas.

10. (currently amended): A system for advertising on the internet comprising:  
a database for determining a sequence for advertisements included in groups according to predetermined criteria and storing this information about the advertisements grouped with respect to at least one predetermined area in which the advertisements can be displayed on a web page provided to at least one user terminal through the internet; and

a server for storing information about the advertisements in the database, and providing advertisements to a user terminal, whereby a next advertisement in the sequence is displayed in the predetermined area with reference to the database if the next advertisement in the sequence is required to be displayed in the predetermined area by the user terminal.

11. (original): The system of claim 10, wherein if a link to a website of the advertisement displayed in the predetermined area is requested by the user terminal, the corresponding website and the user terminal are linked.

12. (original): The system of claim 10, wherein the database recognizes a channel number of the advertisements belonging to a respective predetermined area, recognizes the

information about the advertisements which have been assigned respective channel numbers and determines a number of advertisements based on said information.

13. (original): A method of advertising on the Internet, the method including:

- (a) displaying grouped advertisements in at least one predetermined area of a web page;
- (b) determining a sequence for the advertisements, included in the groups, according to predetermined criteria;
- (c) assigning channel numbers to the advertisements on the basis of the determined sequence; and
- (d) connecting the predetermined areas to the groups of advertisements and the channel numbers by establishing a database.

14. (original): The method of claim 13, wherein in (a), if the number of the predetermined areas is  $n$ , the advertisements are grouped into  $n$  service groups corresponding to the respective  $n$  predetermined areas.

15. (original): The method of claim 13, wherein (a) comprises grouping the advertisements according to advertisers or service categories.

16. (original): The method of claim 13, further comprising:

- (e) displaying an advertisement in the predetermined area on a web page;

- (f) if the next advertisement in the sequence is requested by a user, shifting to a channel number of a next advertisement in the sequence;
- (g) searching for an advertisement corresponding to the shifted channel number; and
- (h) displaying the advertisement searched in the predetermined area.